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W. C. Hill

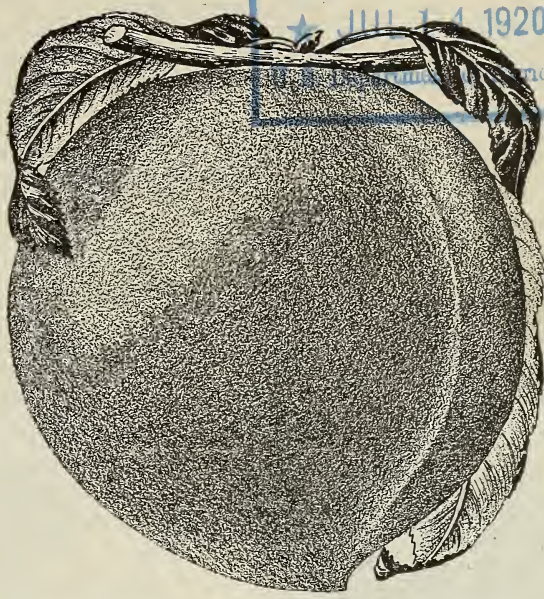
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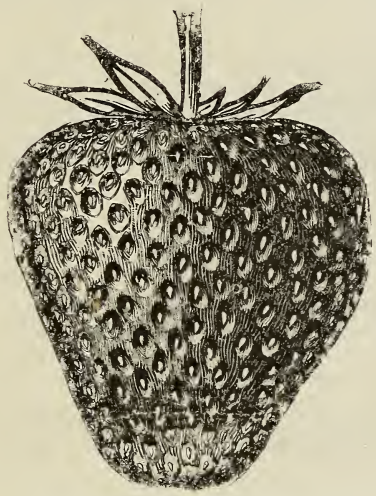
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Think of the quick money in a magnificent Peach that bears heavy crop second year, and ripens in May, far ahead of all other kinds.



See Pages 2, 11 and 12 for names of men who are coining money on it, and write them.

NEVA-MYSS PEACH HAS NEVER MISSED A CROP
HAS PAID \$1,400.00 AN ACRE



And in a Strawberry that bears full crop first year, and ripens steadily for five or six months after all others are gone. Has paid at rate of \$2,500 per acre.

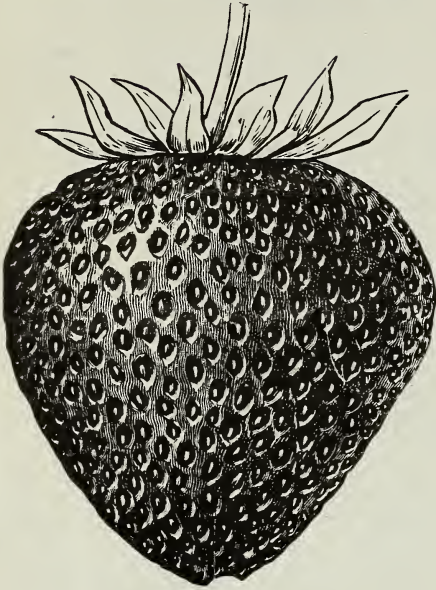
NEVER-STOP STRAWBERRY FRUITS
APRIL TO NOVEMBER
PROOF TO ORDINARY FROST

See Pages 3, and 6 to 10, for unsolicited testimonies from those who have seen it growing.

How to Make Money on Fruit.....	Page 15
How to Grow a Perfect Hedge First Year.....	" 4
How to Grow Magnificent Roses First Year.....	" 5
How to Grow a Fine Shade Tree in Three Years.....	" 5
The Right Soil for each Tree and Plant.....	" 14
How to Add 25% to Your Strawberry Crop.....	" 13

NEVER - STOP

A GENUINE, NEVER-FAILING, EVER-BEARING STRAWBERRY



No fake; no deception; no mere freak, valuable just because it is a freak, but a reliable, never-failing berry that we absolutely guarantee, or money refunded.

FRUITS HEAVILY FROM APRIL TO NOVEMBER

It is proof to ordinary frost. Now, even a very ordinary Strawberry ripening in the off season, when all others are gone, will have a tremendous selling power. The apparent impossibility of the thing would be its own advertisement. Think of the pull, the opportunity for profit on a **large, flaming, red Berry ripening for five or six months after all others are gone.**

But **Never-Stop** never stops amazing us. It runs the whole list of impossible things. With other Strawberries, you have to wait till the second year to get anything like a crop. **Never-Stop Bears Full crop first year.**

PLANT NOW GET FULL CROP 1915

Nothing affords such opportunity for large and quick returns. It has paid at the rate of **\$2,500 an acre.** (10,000 quarts at 25 cents.)

It is the outcome of 30 years test of over 5,000 varieties carried on in the North Carolina Hills, the Natural Home of the Strawberry.

100 plants, \$2.50, delivered free with booklet, makes success sure.

What our leading citizens who have seen this wonderful berry fruiting heavily right straight on through summer's heat and drought and autumn's cold and wet think of it. (See Page 12.)



What a leading Tennessee stockman who found as high as 168 berries and blooms on a single plant says. (See Page 11.)



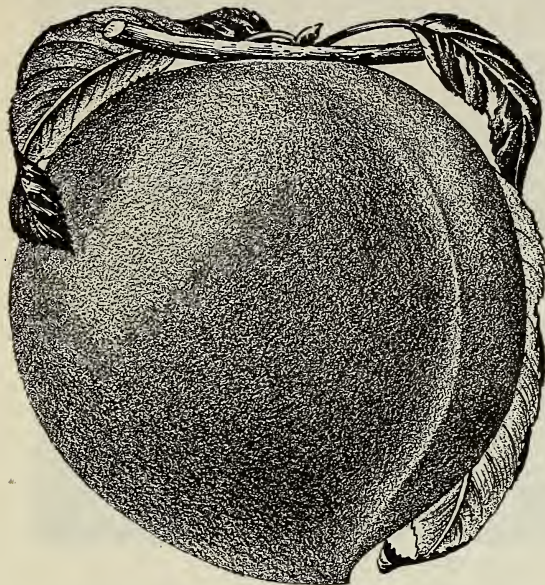
What a prominent real estate man who came 300 miles especially to satisfy his people in regard to it found. (See Page 12.)



One of the country's largest lumber men thinks it is a "decided money-maker." (See Page 11.)

NEVA-MYSS EARLIEST OF ALL PEACHES

Ripens in May. Stands clear outside the common run of early Peaches, which are small, pale and tasteless. Neva-Myss is a large, brilliant red, delicious fruit. Now everybody buys Peaches. Even ordinary early Peaches sell like hot cakes. Think of the opportunities for profit in a Peach that is at once much earlier and among the best and most beautiful of all the whole glorious Peach family.



**IT NEVER MISSES A CROP. FRUITED
14 YEARS.**

10 in our own orchard. Think of what that means. Other kinds miss oftener than they hit. Our catalogue explains why it never will miss; why it thrives in soils and climates where most Peaches fail. Also why Trees

**FRUIT, ONE TO TWO YEARS
YOUNGER THAN OTHER KINDS**

Bears freely at two, heavily at three years old. Think what that means. Life is short. Times are hard. Quick returns are everything.

THE PROOF OF IT ALL

After thirty years experience with Fruits, and after selling Neva-Myss on the leading markets of the country, we have centered upon it alone and planted what is said to be the largest commercial orchard in the world planted to one variety.

See pages 6 to 16 for names of men who have made all the way from \$15.00 a single tree up to \$1,400 an acre on it—\$5.75 a tree at two years old.

As to its size—"nearly as large as a man's first"—See what the Wilmington (N. C.), Journal, a leading State daily, says. (See Page 6.)



Creates a sensation on the Great New York Market. (See Page 6.)



Beats all other early Peaches "all hollow" at Southern Pines, one of the largest Peach shipping points in the South. (See Page 7.)



A veteran Peach grower of 40 years' experience at another great peach center will dig up and throw away all other kinds. (See Page 7.)



As to its excellent quality as a dessert or fancy market Peach, see what Mr. Vann, a leading North Carolina mill man, and Mr. Wynn, a big Alabama merchant, say. (See Page 8.)

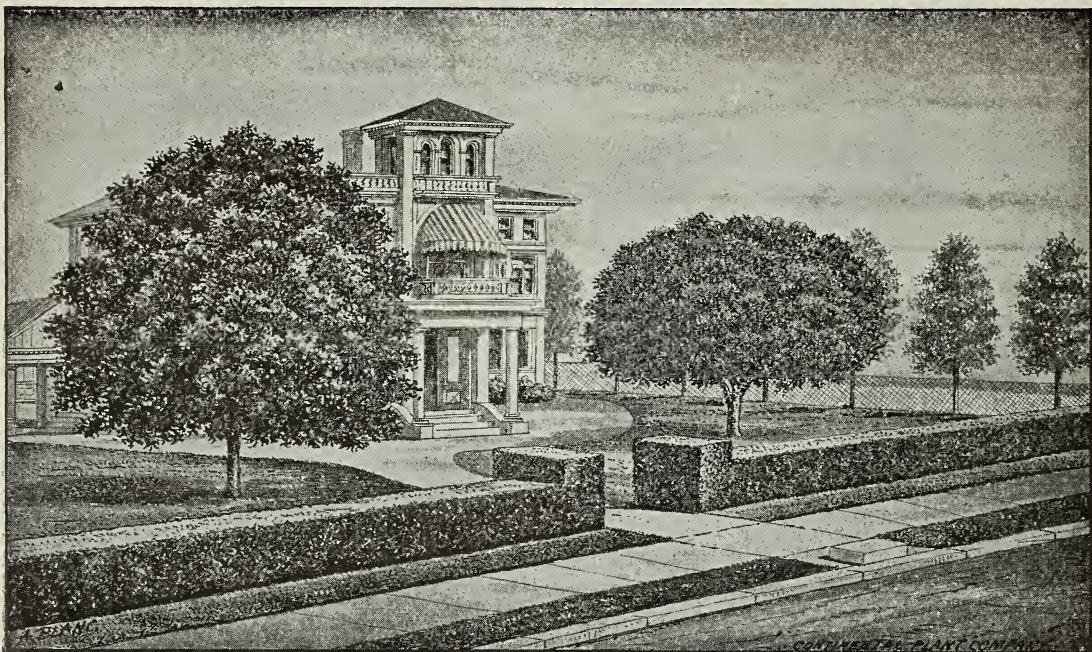


As to big and sure profit on it, \$15.00 a tree, \$1,400 an acre and it's behavior for 8 years. (See Page 9.)



As to how young the tree fruits. (See Page 10.)

Neva-Myss Peach and Never-Stop Strawberry are sold with the distinct agreement that the buyer can propagate all he wishes for his own use, but he will part with no buds or plants to any one else.



SHOWS GRAND ORNAMENTAL VALUE OF AN EVERGREEN HEDGE AND SHADE TREES

And ornamental value means pecuniary value. Money wisely spent in Hedges, Trees and such accessories pay 1000 per cent. profit in increase of value. No one doubts that. What has heretofore kept many from planting has been the length of time it took to grow one, and the uncertainty in growing one at all. With our two-year-old, heavily-rooted plants and instructions, you can

GROW A PERFECT HEDGE QUICK AS A HILL OF BEANS

Yes, just as quick. Plant this Fall, Winter or Spring, and before July, there, as if by magic, stands your Hedge. Three months of growing makes it, instead of three years. The Hedge can be grown to any height up to ten feet, if desired, as a wind break, to give privacy to back yards, etc. Most Hedges are thin along the bottom; ours is solid as a brick wall.

Plants, \$3.50 per 100; \$30.00 per thousand. Buyers pay transportation charges.



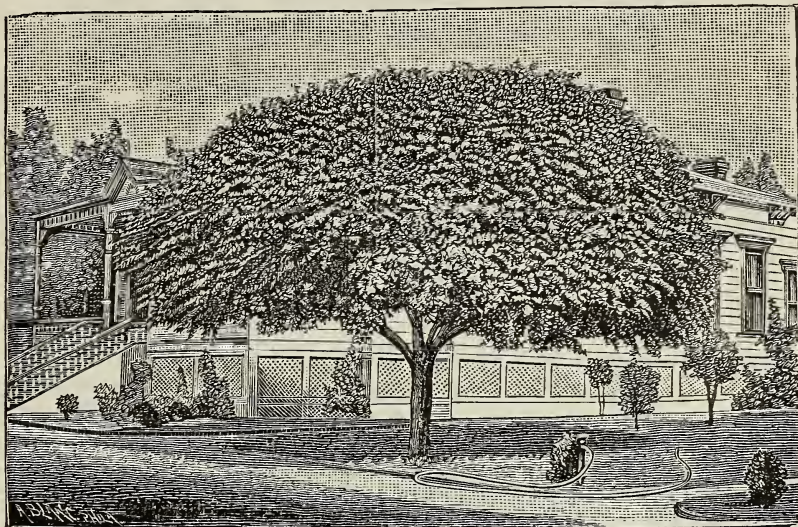
Our booklet telling how to grow quick Hedges and Shade Trees is free to buyers.

FIVE FOOT HEDGE FIRST YEAR

Last year I got from you 100 Hedge bushes, 2 Early Wonder Peaches, 2 Umbrella Trees and 1 Ambrosia Peach and some Apple Trees. My hedge is now a perfect beauty, five feet high.
Haywood County, N. C., April 16, 1914.

MRS. A. HENSON.

(The Hedge, of course, made its five feet of growth in 1913. Growth had scarcely begun April 16th, 1914.)



GENUINE TEXAS UMBRELLA TREE

Most gracefully beautiful Shade Tree in the world, and with good stock, the quickest to grow. Our carefully selected trees will, our directions followed, attain above magnificent size in the three years.

The Umbrella Tree being a sport of the Common China Berry Tree, there is a constant tendency in the young seedlings to revert to the parent type. Ours are carefully selected and guaranteed absolutely pure Umbrellas of the highest type.

Large, well branched, heavily-rooted, pure Umbrella Trees, 50 cents each. Buyers pay transportation.

WHAT A PROMINENT PORK PACKER SAYS

The Hedge Plants I bought of you in the spring are four feet high and the Umbrella seven feet.
Baltimore, Md., October 1, 1914.

JOSEPH KURDLE.



Why wait two years for Roses when, with our Hardy Field-Grown Bushes, you can have them the first year?

All the creme de la creme of Red, White, Pink and Yellow.

Our free booklet tells how to grow them to perfection.

Select two-year bushes, 25 cents (1 dozen, our selection of all colors, \$2.50, free with booklet).

12 Roses (Our choice of the very cream of red, pinks, whites and yellows), \$2.50 delivered free with booklet, telling how to grow finest Roses first year.

Neva-Myss or Improved Early Wonder Nearly as large as man's fist



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About three years ago he planted 15 peach trees of different varieties and they are all flourishing. Among them are two trees of the "Early Wonder" variety, and they bore some magnificent peaches a year ago last May. They also produced this year, although they were cold-hurt this Spring. Nevertheless, they began to yield fine ripe peaches in May and Mr. Toomer is continuing to gather perfect beauties from his trees. The Star can testify that they are beauties, for Mr. Toomer brought us some fine ones yesterday. He shrank from any publicity about it but he says when a country can produce early peaches of such magnificent quality it ought to be made known so our people can take advantage of it. Mr. Toomer got the "Early Wonder" from the Continental Plant Company, Kittrell, N. C., and to see them nearly as large as a man's fist, blood-red on a bluff background, and perfectly delicious in flavor, is to raise one's conceptions of the fine possibilities of the peach-growing industry around Wilmington.

In addition to the natural beauty and superb quality of the "Early Wonder," its chief merit is that it ripens early and is a fine shipper. It is firm and it takes on its rich color ten days before it is fully ripe, a fact which shows that when shipped it gets into market looking like a peach and in the very best condition. This peach comes into bearing in three years and into full bearing in five years, and we hope to live to see the day that eastern North Carolina will be covered with it.

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Wrong here.
The Early Wonder begins in two years.
Bear heading in three & full crop in 4 yrs.

Neva-Myss On the Biggest Fruit Market in the World

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NEW VARIETY OF PEACHES.

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— Peaches
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Neva-Myss Matures Earlier Than Any Other—Grown in North Carolina. New York, June 12.—Early this week Smith & Holden received a car of peaches from North Carolina. These were the same variety of which they received a few last week from Georgia by parcel post. This peach is a new early variety, known as the Neva-Myss, or Early Wonder. The peach is so named because it never misses making a crop. The fruit was grown by the Continental Plant Co., Kittrell, N. C., one of the largest plant houses in the South. The intention is to introduce them in the South when they become better known. Under normal conditions this peach will mature in North Carolina early enough to reach the market about May 25. In Georgia it will mature at least five days earlier. Conditions in North Carolina have not been normal this season, due to lack of moisture. This made the fruit later than it naturally would be. It was originally estimated that there would be eight or nine cars of this variety of peach at Kittrell this season, but the drouth has cut the crop short and there will not be more than 4@5 cars.

The peach is the best early variety seen here. It is a red fruit, of good flavor and excellent size, considering the dry weather. The peaches reached here in good condition and sold mostly \$3 crate. Smith & Holden, who are the New York agents for the Continental Plant Co., expects to have the rest of the fruit this concern ships and believes the remainder will show improved quality and size.

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WEIGHTY WORDS FROM TWO GREAT PEACH CENTERS

Peaches grown on the Old Sandbelt challenge the World for Beauty, Flavor and Quality

HIGHLAND PEACH ORCHARD



LEWIS T. FOSS
Grower and Shipper of
Fancy Fruit

EARLY WONDER
BELLE OF GEORGIA,
ELBERTA

Southern Pines, North Carolina, June 15, 1914.

Continental Plant Co.,
Kittrell, N. C.
Gentlemen:-

I have given the "Neva-Myss" Peach a pretty good "try out". Despite the latest season and worst drought in years, I had ripe Peaches on May 29th, and shipped the first crate from Southern Pines as the records will show. Here, one of the great Orchard centers of America, it came into competition with all of the extra early Peaches and beat the last one of them a week "all hollow".

Yours truly,

Lewis T. Foss

A Veteran Fruit Grower's Verdict on Neva-Myss.

I have had Forty years experience in Fruit growing right here at Greensboro where I could see all of the extra early Peaches tried side by side. I have fruited the Neva Myss for seven years along with the other kinds. It has never missed a crop. It is fully a week earlier than the earliest of them all and so far ahead in every respect that I shall dig up my other early Peaches and plant Neva Myss in their place.

Greensboro, N. C.
May 27th- 1914.

J. M. FIELDS

A Leading Mill Mans Opinion of Neva-Myss:



S. C. VANN, PRES. & TREAS.
A. H. VANN, SECRETARY

Franklinton, N. C. June 25, 1914.

My dear Sirs:-

In reply to your favor of the 24th, beg to say,
I did not receive invoice for the two crates of peaches.
However, this letter states that the bill is \$4.50. I
enclose herewith check on Raleigh for this amount. These
peaches were by far the best early peaches I have ever
seen. They ripened differently from any we have ever had.
As you know, the great trouble with the average early peach
is, they ripen on the outside, but are very hard towards the
seed. I have heard several speaking of this, and said the peaches
reminded them more of July and August peaches than of any
early variety. I want to get some of these trees from your
nursery this fall.

With kindest personal regards, I am

Yours very truly,

SCV-P

TOM J. WYNN

P. O. Box 835

Snuffs'

Garrett
Dental
Honest

Montgomery, Ala.,

Gentlemen:-

Yours of the 10-1 noted.

I bought among other Fruit Trees from you a lot
of Neva-Myss Peach Trees. This is the best early Peach
I ever saw - it is in a class by itself. Nothing like it
for fine flavor and thorough ripening. This is something
no Early Peach, except the Neva-Myss, possesses.

Very truly,

AN EIGHT YEAR HISTORY OF THE NEVA-MYSS PEACH

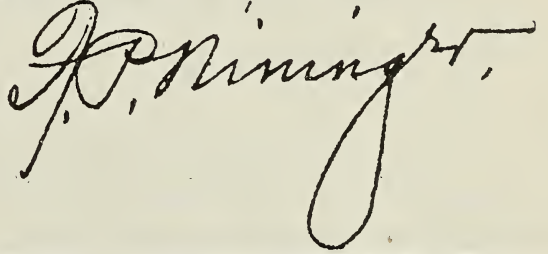
Bristol, Tenn., Oct., 27, 1913.

Continental Plant Co.,
Kittrell, N. C.

Gentlemen:--

When I send you the order mentioned, I am going to try your Everbearing Strawberry with barrel. About four years ago I bought of you 196 Early Wonder Peach Trees and planted one acre. This past season 700 crates of Peaches were sold from same at \$3.00 per crate, amounting to \$1400.00. It would do you good to see this acre and photograph of same. You would be proud of it.

Yours truly,



Will say all of the Early Wonder Trees are full, in fact, are thinning off about half. Wherever you find an Early Wonder Tree it is loaded. Sneed about half crop, Carman about one-fourth, and all late peaches killed, possibly a peach here and there.

Bristol, Tenn., May 11, 1914.

F. P. NININGER.

RATHER HAVE FIVE ACRES OF EARLY WONDER (NEVA-MYSS) THAN SKY SCRAPER IN NEW YORK

You ask me what I think of Early Wonder Peach. It is a great peach, as good as the best, a sure bearer, and ripens BEFORE all other kinds. But the greatest feature of the Early Wonder Peach is its shipping qualities; in fact, it is the only early peach that I ever saw that would bear shipping a long distance. I am an old man, 67 years old; was raised in Missouri, a good fruit State, and have had some experience with fruits of all kinds, but the Early Wonder Peach is a wonder without a doubt, as it is large, blood red, and looks like it was dead ripe from eight to ten days before it is soft or fit to eat, so you see that makes them ahead of all early peaches as shippers. If I had five acres bearing Early Wonder Peaches I would not trade it for a sky scraper in the heart of New York City.

Very truly yours,

Corinth, Miss., February 13, 1910.

H. C. MACCOUN.

NEVA-MYSS OR EARLY WONDER PEACH PAYS \$15.00 A TREE

We had no peaches here last year except on the Early Wonder. The fruit on the three trees brought in \$45.00.

Corinth, Miss., March 25, 1912.

H. C. MACCOUN.

NEVER MISSED IN EIGHT YEARS

I have now had the Early Wonder peach eight years. It has never failed to bear a big crop of fruit every year, and they are the earliest and best peaches in existence today without a doubt. You could insure to any man who bought them money back if they failed to bear every year.

Corinth, Miss., November 6, 1913.

H. C. MACCOUN.

WHAT EARLY WONDER DID IN TEXAS

Two of the Early Wonder Peach Trees that I ordered of you in February, 1911, have developed twenty-eight fine, luscious, commercial peaches in less than sixteen months from date trees were set out. I call that going some. These peaches are truly a wonder to all who have seen them. I am so pleased with them that I shall order more this winter. All that you say about the Early Wonder Peach (so far as my experience has gone) has proven true. I had four other varieties of peaches set out about same time as were the Early Wonder. All bloomed this spring, and most of them fruited more or less, but the Early Wonder were the only ones that held and developed their fruit. The Early Wonder was the latest of the five varieties to bloom. They are certainly beauties, and get their color eight or ten days before they are ripe. You certainly can not recommend the Early Wonder Peach too highly.

Yours very truly,

Padacios, Texas, May 30, 1912.

J. W. BELKNAP.

UNSOLICITED WORDS AS TO HOW YOUNG THE NEVA-MYSS OR IMPROVED EARLY WONDER TREES BEGIN TO BEAR

\$5.00 A BUSHEL FROM EARLY WONDER PEACHES FROM TWO-YEAR-OLD TREES

I ordered thirty-odd trees from you last year. Every tree lived. I ordered some Early Wonder Peach Trees from you two years ago. I sold the fruit this year at \$5.00 a bushel.

Chester County, S. C., December 2, 1910.

E. P. CHANEY.



PAY \$5.75 A TREE AT TWO YEARS OLD

My Neva-Myss Peach Trees are worth their weight in gold. I planted some two years ago and they paid \$5.75 a tree this spring.

Blacksburg, Va., September 22, 1914.

A. T. KEISTER.



AT ONE YEAR OLD, FULL OF FINEST PEACHES HE EVER SAW

I bought some of your Neva-Myss Peach and set out last November. They were full of Peaches last spring and the finest I ever saw. I had no idea they would be bearing for three years.

Franklin, Va., September 28, 1914.

J. A. DUKES.



NEVA-MYSS PEACH BEARS FRUIT FIRST YEAR

Now as to your Neva-Myss Peach, it beats anything I ever heard of. All of the trees lived, bloomed and fruited the first year they were planted, large, beautiful, excellent Peaches. There was a terrible drought. The trees I watered did best.

Charlotte, N. C., June 27, 1914.

W. BARHAM DAVIS.




NEVA-MYSS PEACH FRUITS THE FIRST YEAR

The Neva-Myss Peach Tree I bought of you last November had peaches on them in May, red and pretty as a picture. The Strawberry plants had berries as large as Guinea eggs.

Ozark, Ala., September 2, 1914.

E. R. JORDAN.



 (We do not advise letting this Peach fruit the first year. It might weaken the tree. Better pull off the peaches while very small and let the tree throw its vigor into growth to make a big crop the second year. It should then easily bear half a bushel, worth \$2.00 a bushel or \$1.00 to tree. 196 trees to acre.)



Remember, that with every order to amount of \$5.00 or over, if asked for goes our complete 100-page Manual of Fruit Growing. Also personal instructions by letter as needed from time to time to win success for you. We are more desirous for you to succeed than you are yourself. Our business success rests on the success of our customers.

*Words of Two Prominent Gentlemen as to Never-Stop*JAS. F. BARNETT, PRESIDENT
GEO. C. HOLLISTER, VICE PRESIDENT

JNO. M. GIBBS, MANAGER

CLAY H. HOLLISTER, SECRETARY
NATHAN H. BUNDY, TREASURERALL CONTRACTS OR AGREEMENTS ARE CONTINGENT UPON STRIKES, FIRES, ACCIDENTS OR
OTHER CAUSES UNAVOIDABLE OR BEYOND OUR CONTROL**Fosburgh Lumber Co.**MANUFACTURERS OF
KILN DRIED
NORTH CAROLINA PINE
ROUGH AND DRESSED

Norfolk, Va. October 14th, 1914.

Continental Plant Company,

Kittrell, N. C.

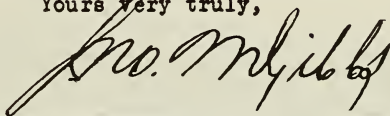
Gentlemen:-

I was never more surprised in my life than to find a full bearing strawberry patch on your farm while there last Saturday. I had no idea that it was possible to grow strawberries out of doors as late as the middle of October. The growth of the vines was beautiful having a healthy vigorous root and color, and the strawberries, themselves growing in huge clusters and in quantity legion, were just as pretty and sweet as any I have ever seen or tasted. While I have never had any experience in farming it would seem to me that the "Neva-Stop" variety, which you are handling, would be a decided money maker to any farmer. I am going to try some of them out in my home garden and if I meet with success I feel quite sure that in this vicinity you will have a greater demand for your plants than ever heretofore...

Mrs. Gibbs was delighted with the berries I brought home and they were indeed a treat to us.

Thanking you for your courtesy, I remain,

Yours very truly,



A. M. WORDEN, Proprietor

"Altamont Range"

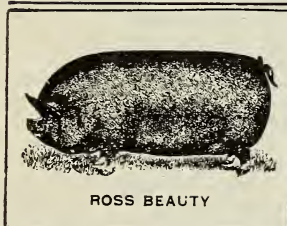
BREEDER OF

Aberdeenshire Angus Cattle, Finest English Berkshire
Hogs, Angora Goats

F. M. WORDEN, Manager



BROADDUS KNIGHT 47197



ROSS BEAUTY

Tullahoma, Tenn., October 19th 1914

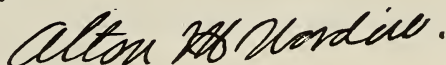
Gentlemen:-

"Seeing is believing".

I visited your "Neva-Stop" Strawberry field today and saw the Vines with 25 to 168 berries and blooms on a single plant, fine, large, glossy, sweet berries, excellent flavor, dense foliage protect, ing the berries from frost.

I enclose order for plants. If any one doubts your statement about those berries, refer him to me-I saw them.

Yours truly,



What Our Leading men Think of the Never Stop Strawberry

This certifies that on three different times, to wit, in August, September and October 1914, we visited and thoroughly inspected the field at Kittrell, N. C. in which the Continental Plant Co., were growing their famous, Never Stop Strawberry. On every visit, we found the plants not only in bearing but literally loaded with blooms, green berries and large brilliantly colored, ripe fruit.

While we did not personally see this field until August, we have upon full inquiry satisfied ourselves that the plants have been in the same heavy bearing since the spring.

Rev. C. R. Canipe (Methodist Minister) *W. H. Crisrup* (Cashier Bank of Kittrell)
Mr. D. L. Hunt (Post Master) *J. L. Reid* (R. R. & Express Agt)

MAIN OFFICE: DILLWYN, VA.

BRANCH OFFICE: BUCKINGHAM, VA.

Piedmont Virginia Land Co.

SUCCESSOR TO BOATWRIGHT & MORRIS

REAL ESTATE BROKERS

Dillwyn, Va.

August 8th, 1914

Our people had heard so much about the wonderful virtues of the Neva-Myss Peach and Never Stop Strawberry grown by the Continental Plant Co. at Kittrell, N. C. that I have just been down to investigate. The Peach Crop has of course been gone but I examined the finest Orchard going, every row set solid to the Neva Myss. It is said to be the largest orchard in the world set solid to one variety. That the Company after over thirty years experience with all kinds and varieties of Fruit should have settled on this one kind to plant solid for market proves what they think of it. At three year old last Spring, they shipped fruit to New York market which brought \$3.00 per crate by the car load. With a long observation of Fruit, I should think the trees safe for from three to four crates each next Spring.

Upon close inquiry, I found that the Neva Myss had never missed a crop and that it had been fruited 14 years and that it bore freely at two years old, that it ripened far ahead of all others and was truly a magnificent Peach. As for the Never Stop Strawberry, I caught it with "the goods on it". In August, mind you, in August, the field was loaded with fruit in all stages—blooms, green berries. Large deep red berries, rotten berries, dried up berries. These two last, of course, showed that it had been pegging away at it for months. I was told and have every evidence to believe, since last Spring. It is plain as the Nose on your face that here at last is a genuine, ever bearing Strawberry no mistake, no fake.

Another wonderful point is that the very field hanging so full of fruit was planted and set the winter before. With this wonderful berry, you get a crop the first year. I brought some home to prove to our folks that what I said was a fact.

J. D. Smith

ADD 25 PER CENT. OR MORE TO YOUR STRAWBERRY CROP

It is a well-known fact that rust and obscure fungous diseases are every year robbing the strawberry growers of the whole country of at least that much of their gross returns. Not only of their profit, mind you, but of their whole product.

No crack, no corner of the land is free from these diseases. They cover the whole country like the dew. During the summer they make their presence known by the dead and diseased leaves, sapping the vigor and vitality of the plant. The result is that when fruiting time comes, the plant lacks stamina—backbone—to stand up to business. And no plant on earth, in proportion to its size, bears as heavy a crop as the strawberry—has as much strain put on it. Unless it is in perfect health the fruit suffers in proportion, both in quantity and quality. This effect is much increased by the peculiar manner in which the strawberry fruits. It fruits on a long stem. If there is rust or disease in the plant, it greedily seizes upon these tender fruit stems as soon as they appear, weakening them and cutting off nourishment from the berry.

As stated, these diseases are obscure. They don't proclaim their presence with a loud voice. But plant an acre in the ordinary run of plants and then another acre in plants free from this disease; pick and sell each separately and then count your dollars. That's your true logic.

It is as impossible to eradicate these diseases in the low, close-growing strawberry plant by spraying as it would be to extinguish a house afire on the inside by sprinkling water on the roof. Therefore, before setting we strip every plant to the bone. That is, every leaf is pulled down to the tiny, unopened bud, thus leaving nothing to harbor disease. The plant is then soused head and ears in a strong liquid fungicide and planted at once on fresh land. This is repeated every year. The result is that the plants we grow and sell are, when they leave us, free from these diseases, and no matter how prevalent they are with you—and they are everywhere—will be but little affected by them for the first year or two and will bear more and better fruit than plants whose parents were not thus treated.

SIXTEEN BERRIES FROM OUR PLANTS WEIGH A POUND

I bought 8,000 strawberry plants from you. My truck man died and I had to take charge of them myself, I followed your Manual in every way and am glad to say I made money on them. I made berries from these plants so large that sixteen weighed a pound. I am selling them at 25 cents a quart while all others have sold two quarts for 25 cents.

Bamberg County, S. C.

J. M. MURPHY.



HOW OUR METHOD PANS OUT

The Klondike Strawberry plants ordered from you last fall have the finest berries I ever had, and I thought I would order from you again.

Bradford County, Fla., February 21, 1914.

M. D. CARTER.



I planted an acre of your plants once and it sold for \$650.00, and would have done better if I could have gathered them all. Pittsylvania County, Va., January 22, 1914.

S. L. MOORE.



About twelve or fourteen years ago, I bought 20,000 plants from you in the fall and 10,000 in the spring, and the following spring sold 30,000 quarts of berries from them. Have never been able to get such results since, so would like to try fall planting again.

York County, July 26, 1913.

H. W. ANDERSON.



THE STANDARD EARLY MARKET BERRY—KLONDIKE

We have the genuine, Simon Pure Strain of this great berry. There is a bogus strain out. Beware of it. Klondike is a heavy bearer of large, brilliantly colored berries so firm that on the large wholesale markets, it classes as a Reshipper (a berry that can be reshipped to the smaller markets), and always brings top prices, sometimes twice as much as ordinary kinds.

THE RIGHT SOIL FOR EACH TREE AND PLANT

THE RIGHT START IS HALF THE BATTLE

The future worth or worthfulness of everything that grows depends tremendously on the start they get.

How shall we give the right start to plant and tree, and what is the right start? It is easy to give size. That is a mere matter of manure, and when carried to excess does positive harm. For the overgrown plant or tree is far less able to stand the shock of transplanting than one of proper size. But we hold no brief for the underling. Avoid that, too. Choose the stout, stocky, medium-size plant or tree.

The right start means the imparting of that mysterious gift which we call potentiality, and which means the latent power to produce results when the time comes.

Only when working hand in hand with Nature can man bestow this gift. And Nature aids him in exact proportion as each species of plant and tree is grown in its own proper habitat. That is, the soil and climate in which she first placed them when she called them into being. The nearer to these the plant or tree can spend its young life the abler it is to thrive in even the most unfavorable soils and climates. In other words, the less suited your soil and climate to any plant or tree you wish to grow, the more absolutely essential it is that you depend on plant or tree that has had this right start.

How Nature Fashioned a Nursery Region.—Geology has shown that the mountain chain that extends through North Carolina is the oldest in the world and among the most varied in composition, as evidenced by the fact that this State affords a greater variety of minerals than any other region on earth. These mountains, once vastly taller and broader than now, have worn down through the ages, forming the marvelously varied soils of the North Carolina hills, soils so varied that every tree and plant of the temperate zone find in some of them its habitat, its own proper home. And just as this State surpasses all others in the variety of its stones and minerals, so does it surpass in the endless variety of its plants and trees. Its botany is as rich as its mineralogy.

Our mountains, once so tall that they shut out the rain-bearing air drift from the west, keeping all the region as dry as Peru under the lee of the Andes, are now worn low enough not to seriously hinder the passage of the rain clouds, still remain a barrier against the intensely cold winds that make the winters of the region west of our mountains so severe. Our winters are also tempered by the Gulf Stream, which flows not far to the east of us. The result is what we do not hesitate to call

Nature's Own Nursery Region.—A region blessed with almost an endless variety of soil in close juxtaposition; a climate in which a disastrous drought has never been known; and one, while free from the extremes of winter cold and summer heat (the mountains also act as a barrier against the burning and sirroco-like winds that often devastate the West), allows a long growing season for plant and tree to mature in, and an open fall, winter and spring in which to dig and ship them fresh from the ground.

Through this natural nursery region our chain of nursery farms, over a dozen in number, extend.

On these we have the stiff clay soil, the only kind really fit for the young Peach Tree to start in; the thoroughly drained light loam for the young Apple to start in; the deep peaty soil for the Pear; the gravely soil for the Cherries; the deep soil rich in humus for the Evergreen hedge plants, etc.

Besides the above advantage, our location is midway the country at about an average altitude. This gives our stock a scope of adaptability virtually co-extensive with the Union.

Now we do not claim that the above advantages are the "whole push"—that they will do it all. But we do claim what over thirty years test has proven, that trees and plants grown here as we grow them, will do at least as well everywhere in the country as trees and plants grown anywhere, and so much better than the general run of nursery stock that it will pay you to investigate before buying elsewhere.

We ship plants and trees to every State in the Union, and to foreign countries.

Our catalogue is free.

See Pages 6, 7, 8 and 9 for big and quick returns from our Neva-Myss Peach.

We've been putting too many eggs in one basket, Brother Soil Tiller. Now the Kaiser or somebody has kicked that basket, and lo', 'where are we at? Let's figure on a little diversifying, on

WHAT AN ACRE OF FRUIT WILL DO

AND HOW QUICK IT WILL DO IT

The Never-Stop Strawberry has paid at the rate of \$2,500 an acre under high garden culture. But let's take average conditions. Last spring (fall or winter would have both been still), we set an acre of ordinary farm land in Never-Stop. It was not fertilized for berries. Had it been the fruit would have been better. It begun to fruit in the early spring and through heat and drought, wet and cold, have kept steadily at it—magnificent berries, too—till this October 28th. We picked at one time four bushels (128 quarts) from less than half of field. Had we picked the crop as it ripened (we have kept it for exhibition; doubting Thomases have flocked to see it from far and near. We could fill a volume with their testimonials) it would have yielded fully 4,000 quarts. If you don't believe it, come and see for yourself. We find ready sale for them at 12½c., wholesale. The retailers are getting not less than 25c.; for them. The novelty of summer and fall Strawberries create a sensation and sell on sight.

What does it cost to grow an acre? 5,000 plants (set in three foot rows, three feet apart in row) at \$25.00 per thousand, \$125.00; cultivation and fertilizer, \$40.00; total, \$165.00. With 4,000 quarts of berries at 12½c., \$500.00 net returns, \$335.00. Second year—cultivation and fertilizer, \$40.00, net return, \$460.00. How can you beat that?

The Neva-Myss Peach Testimonial inclosed show that it has paid \$5.75 a tree, two years from setting; \$15.00 a tree and \$1,400 a solid acre at four years old. But again, let's take average conditions—what hundreds of orchards of this Peach is doing year after year, as regular as spring rise or sun rise. An acre of Neva-Myss contains, 15 x 15 feet apart, 196 trees. At two years old each tree should bear half a bushel, or 98 bushels. Now a bushel of ordinary Peaches in the full tide of summer ripening, fetches at least \$1.00. What will a magnificent, gloriously colored Peach, ripening so early that it seems almost a miracle, bring? Is not \$2.00 a bushel a modest price? Thus you have \$196.00. At three years, the tree should make a bushel, and at four years two to three bushels each. Costs, 196 trees cost \$49.00; planting, cultivating and fertilizing for two years \$25.00 to \$30.00 a year. Can you beat that at anything else? Count the advantage, too, Neva-Myss has never missed a crop. Fruited here for 14 years.

HOW TO LOWER THE COST OF LIVING

The main cause of the high cost of living in this country is that we neglect little things, or rather big things, which, to our distorted ideas, look little. Among these big little things is fruit. We use much of it—that is, some of us do in a hap hazzard way—spending much money for it when most of it could be grown far better at home, and at one half the cost. While few realize the steady and sure profit a limited space set in Fruit will bring.

THE PEACH.—The beauty and delicious quality of the Peach will always rank it with the strawberry at the head of all desserts. (Peaches and cream is a dessert fit for the gods). We furnish peach trees of varieties that ripen from May to November without a single break. Simple, inexpensive canning outfits render it easy to put up enough to last the rest of the year. Well canned, they are equal to the fresh fruit. Besides, they find ready sale, especially since popular favor is turning to home-made things. Dried Peaches are also a most wholesome and useful addition to the home bill of fare, and also sell well, while Peach preserves are the daintiest of all sweets.

THE PEAR.—We can furnish you varieties ripening from June to November, and keeping all winter. Pear and Cherry Trees do well in yard or lot, thriving after the first year or two without culture.

THE APPLE.—The Apple, in a well ordered household, is almost as indispensable as bread. It is at once, food, medicine and no mean moral agent. An Apple a day keeps the doctor away. The malic acid of the Apple is the surest of all remedies for rheumatism and for many kidney and bladder troubles in which rheumatism finds its seat. Boys raised on Apples seldom or never have a hankering for cigarettes or drink. With a little care, Apples can be kept until they come again. Any surplus is equal to money. Dried Apples help the housewife wonderfully to tide over the scarce periods. For pure Apple vinegar, there is really a crying demand at good prices. Most of that we get is closer kin to the apothecary shop, than the Apple orchard, and the people know it. An acre in Apples would make hundreds of gallons of vinegar.

ALWAYS BEAR IN MIND THAT YOU

**Save Agents' Profits
(USUALLY OVER HALF)**

On Fruit Trees

Strawberry Plants

Shade Trees

Evergreen Hedge Plants

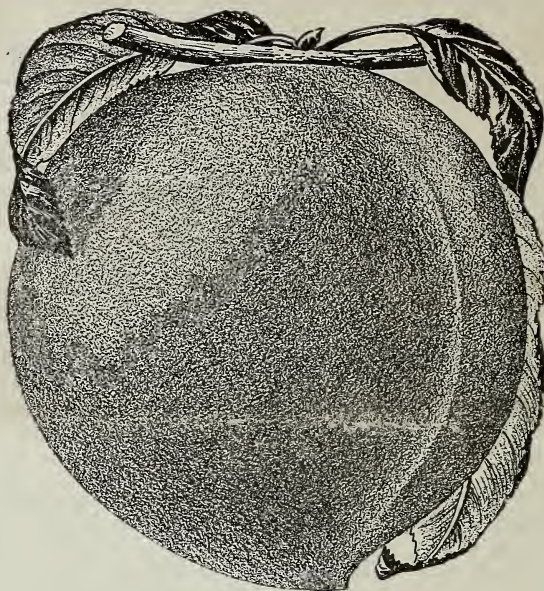
Cabbage Plants

Fig Bushes

Asparagus Roots

Pecan Trees

Etc., Etc.



By buying direct from our Nursery which sells to the people at wholesale rates. Neva-Myss Peach Trees, Never-Stop Strawberry Plants, being new and as yet in limited numbers are higher in price than the general run of plants and trees. Very low prices on other kinds.

Write for our free catalogue which tells what to plant, when to plant, how to plant. Then with every \$5.00 order and over we give free our complete 100-page Manual of Fruit Trees and Personal Instructions by letter as needed.

CONTINENTAL PLANT COMPANY KITTRELL, N. C.

ONE OF THE LARGEST MAIL ORDER NURSERIES IN AMERICA

We do not claim that everybody can make \$1,400 an acre on Neva-Myss Peach or \$2,500.00 on Never-Stop Strawberry. What we do claim is that any person of fair intelligence and industry can clear from \$300 to \$500 an acre on either Strawberry or Fruit Trees.

The profits are larger on Neva-Myss Peach and Never-Stop Strawberry because they ripen in off season, and then your returns come so quickly—first year with the Never-Stop Strawberry and second year with Neva-Myss Peach. (See pages 2 and 30)

